Municipality:County:	
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Main Street New Jersey, a program of the New Jersey Department of Community Affairs, assists communities throughout the State in organizing, promoting, strengthening the economic base, and improving the appearance of their traditional downtown. Providing for economic development within the context of historic preservation, the Main Street program utilizes a blend of public and private sector participation in a comprehensive incremental approach.

MAIN STREET NEW JERSEY APPLICATION

Municipality:Po	pulation (2000)) (1990)	(1980)
County: Po	pulation (2000)	(1990)	(1980)
SECTION A. DOWNTOWN PROFILE Please answer the following questions about the Feel free to attach additional sheets if necessary.	: downtown bu	ısiness d	istrict in your	community.
ORGANIZATION 1. Number of square blocks in the proposed Mai Please attach a map, labeled A1, which clearly	. •			oundaries.
2. Does your downtown have, or is it part of, a: *Please attach supporting documentation, if ap Special/Business Improvement District? If yes, What is the assessment formula	y	es	no	
Who administers use of the funds? When was the district established?	_			
Will these funds assist the Main Street	program? y	es	no	
Urban Enterprise Zone? If yes, When was the zone established	•	es	no	
Will these funds assist the Main Street		es	no	
NPP (Neighborhood Preservation Program If yes, does the NPP area overlap the o	•		no no	

Municipality:		County:			
Pleas	se highlight on map, item AO.				
Small Cities	/CDBG Program?	yes	no	_	
	nsit Village? ease highlight on map, item A0		no	-	
	art Growth assistance? ease explain.	yes	no	-	
	toric Trust assistance? ease explain.	yes	no	-	
	nized group dealing with down the name of the organization?			/es	no
	nization have 501(c)3 tax statu			ves	no
	rith any other organization (i.e.				
Is it the intention	on to use it to facilitate the pro e the structure of the organiza	posed Main Street?			no
If yes, is the	ntown have a manager or othe position: <i>please circle of</i> of staff person & title:	ne: full-time	e part-ti	ime	
	ntown have a Chamber of Con of membership local? _		jet expenditu	yes res \$_	_ no
_	ntown have a merchant/busine of membership b	•			_ no
ECONOMIC REST 7. Does the comm residency, education <i>If yes,</i> defined	unity have a marked seasonal onal facilities, etc?	population fluctuation			easonal no

Municipality:		County:		
8. Number of commercia What percentage of the What percent	nese buildings do abs nese buildings is vaca nese buildings is vaca	sentee (out-of-town) la ant on the first floor or ant on upper floors on	andlords control? nly?	% % %
9. Estimated average re	ent for commercial sp	ace in program area	\$ (per sq.	ft./per month).
10. Total number of busing (Include retail, service and	nesses in the prograr professional; do not inclu	m area: ude government and non- _l	profit institutional.)	
antique apparel auto dealerships bars/lounges book store department stores dry cleaners financial institution florist furniture/appliance gift/card grocery hair salon hardware hotel/motel insurance		businesses in the projewelry laundry legal medical media misc. office pharmacy real estate recreation restaurant/fast food shoe/shoe repair tax/accounting theater/movie other (specify)		ed to:
12. Hours of operation fo	or businesses in the d Weekday hours	istrict:	Weekend ho	ours
Retail Restaurant Service/Professional				
13. Number of local strip	shopping centers in	the municipality:	_ Proximity to the	e district:

Municipality:		_County:	
14. For nearest regional shopping <u>Name</u> <u>How Close</u>	. ,		•
15. How many residential units a apartments, multi-family, etc)			(including single family,
Of these, How many are residual	dential–only building	gs?	
Of these, How many are mixe	a use buildings?		-
16. Number of government/public	: buildings in the pr	ogram area by the fol	llowing categories:
school(s) city			
17. Number of commercial finance	cial institutions in the	e municipality	
18. List the five (5) largest emplo	vers in the municipa	ality:	
, , <u> </u>	<u>Product/Ser</u>	-	Number of Employees
DESIGN 19. In general, how would you de	escribe the condition	n of the buildings in th	ne proposed Main Street
District? Please attach additional sheets			
Please enclose up to 25 photog	graphs (prints or d	igital reproductions) of your downtown

have a brief identifying caption. Please include photos that show both strengths and weaknesses of the downtown.

streetscape in plastic photo binder sheets in an envelope labeled A18. Each photo should

20. Please explain the transportation system in your downtown (mention major roads, public transportation, and how pedestrian and bike traffic is accommodated). How do people move in

Municipality:	County:	
and out of your downtown? Discuss daily recent transportation enhancements? Are	or seasonal changes in traffic.	
21. Number of metered parking spaces in Number of un-metered parking space		Off Street Off Street
22. Does your proposed Main Street dist If yes, please describe:	rict have parks or other open sp	ace? yes no
23. Is safety/crime a concern in the dowr please explain:	ntown area?	yes no If yes,
PROMOTION 24. Has your downtown produced any pr <i>If yes</i> , please attach samples as <u>A</u>		
25. Is tourism and/or heritage tourism an Do these attractions bring visitors into Please describe:		nity? yes no yes no
26. List any major resorts or attractions in	n or near your community.	
GENERAL 27. As A27, please attach a description development efforts. Please be a thorou and a description of the outcomes and re-	gh as possible, including dates,	a summary of the project
28. As A28 , please attach a statement in Ideally the statement should be a consideral eaders/stakeholders. Please indicate where	sensus reflecting the views of	a number of community
29. Municipality median income:	(2000) (1990)	(1980)
30. Municipality unemployment rate	(2000) (1990)	(1980)
 Geographic size of municipality Approximate size of downtown district 	ct:square miles	S.
32. Your community's New Jersey Legisl NJ State Senator NJ State Assemblypersons	ative District #	

Municipality:	County:	
-		

SECTION B. COMMUNITY COMMITMENT

What is your	municipality's f	orm of local government?	

Main Street New Jersey, a program of the New Jersey Department of Community Affairs, is a local capacity-building, self-help program. Participation requires a significant commitment of time and human resources, as well as financial resources, from designated Main Street communities, as outlined below. Please attach additional information and letters of support and commitment beyond to those required.

- 1. Commitment of municipal government. Downtown revitalization efforts have little chance to succeed without the enthusiastic support and partnership of local government. Please attach a letter of commitment from the mayor labeled <u>B1a</u> AND a resolution of support from the municipal council, labeled <u>B1b</u> endorsing the capacity-building purpose of the program and pledging municipal government cooperation and support for a *minimum* of three years, including a commitment to public sector funding of a percentage of the local Main Street organization's budget. (A sample council resolution is enclosed.)
- 2. **IDENTIFICATION OF MAJOR STAKEHOLDERS.** A comprehensive downtown revitalization effort requires the commitment and participation of various stakeholders in addition to downtown merchants. As **B2**, please attach letters indicating a commitment to being actively involved in, and making a financial commitment to, the downtown revitalization program from representatives of groups that include <u>but are not limited to</u>:

Bankers Education officials

Downtown professionals

Downtown service businesses

Utility company officials

Local industry officials

Downtown property owners Business & property owners from outside the downtown district

Chamber of Commerce (required) Government officials other than municipal

Local media officials Youth/Senior representatives

3. COMMITMENT OF KEY TEAM MEMBERS TO ORGANIZATION & MANAGEMENT. A key component of the Main Street Approach® to downtown revitalization is the development or expansion of a downtown management organization. In addition to the letters of support from the groups of stakeholders outlined above, please include a list of 15-30 individuals from these groups (and the community in general) who would be willing to serve as officers, board members, committee chairs, committee members, or in another volunteer capacity, for such an organization. These may be members of an existing downtown organization if one is in place. Please include each individual's name, address, business affiliation (if applicable), daytime phone number, and signature. Identify the list as attachment B3.

Μι	unicipality:		Coun	ıty:			
	Time commitment to organization is essent community. Please co that a broad-based seguired time comm	tial to the onsider this ment of th	success before e comm	of this applying unity is	program g. It is in willing t	m in you necessar o suppoi	r y
4.	What is the municipality's total ann	ual budget?	,			\$	
5.	Is the municipality's mayor: Mayor's name:			full Ter	time m expira	part	time
	Phone number:						
6.	Is the municipality's manager: Manager's name: Day phone number:				e	no mar	ager
7	Does the municipality have:						
٠.	Zoning ordinance?	yes	no				
	Zoning board?	yes					
	Planning board?	yes					
	Combined board?	yes					
	Historic Commission?	yes					
	Full-time municipal planner?	yes					
	Building code ordinance?	yes			Date la	st revised	
	Property Maintenance Code?	yes	no				
	Building inspector?	yes	no			oer week?	
	Sign control ordinance?	yes				st revised	
	Design review ordinance?	yes	no		Date la	st revised	
	Community Dev. Staff?	yes	no				
	Tourism commission?	yes			Б ,		
	Comprehensive master plan?	yes				st revised	
	If yes, does it include a c			•	-		_ no
	If yes, does it include a h	•		•		yes ves	_ no
	ii ves qoes it inclide a r	POPVEIODM	enizone.		,	/LC	(1()

8. Has the municipality received grants from, or participated in, federal, state or local programs (i.e. Community Development Block Grants (CDBG), Economic Development Administration (EDA), Neighborhood Preservation Program (NPP), NJ Historic Trust, etc. in the past five years, which have/had included program/project functions within the downtown?

yes no

If yes, please list amount and explain how funds are/were used, and attach as **B8**.

Municipality:County:							
community revitalization efforts is evident in policy initiatives expressed NJ Department of Community Affairs. The State has actively promot Growth and Communities of Place as keystones of the State Plan	COMMUNITY STRATEGIC REVITALIZATION EFFORTS. A growing interest in targeting and coordinating community revitalization efforts is evident in policy initiatives expressed by the Governor and the NJ Department of Community Affairs. The State has actively promoted the principle of Smart Growth and Communities of Place as keystones of the State Plan and effectuating public investment decisions. The goal of this principle is the creation and support of identifiable, sustainable and vital communities throughout New Jersey.						
Consistent with this principle, the Department is aggressively promoting neighborhood-based community revitalization strategies. Whether locally initiated or developed through the formation of state and local partnerships, DCA's neighborhood assistance programs are directed to enhancing such policies.							
Another critical policy component guiding strategic revitalization efforts is the obligation of every municipality to provide its fair share of affordable housing within its jurisdiction. Such an obligation has been firmly expressed by all three branches of government and the Department is committed to assist municipalities that include affordable housing as an important component of their revitalization strategies.							
Given this background, answer the following three (3) It is likely the collaboration of municipal officials will be in order to implement a successful revitalization effortheir cooperation and participation is strongly advised.	e necessa	ıry					
10a. Has the municipality applied for Plan Endorsement through the Office		rt Growth? no					
If yes, has Plan Endorsement been approved by the SPC?	yes	no					
If yes, what is date of Endorsement? If yes, please attach as <u>B10a</u> a copy of Official notification and the	Implemer	ntation Agenda.					
NOTE: If your municipality is primarily or totally within the jurisdiction of please provide documentation regarding its classification and status fron							
If no, are there planned efforts to achieve Plan Endorsement? Please explain fully (attach additional sheets, if necessary):	yes	_no					

10b. What is the status of the municipality's efforts to meet its Mount Laurel obligations as defined by the Council on Affordable Housing?

Please explain fully (attach additional sheets, if necessary):

Municipality:		County:		
10c. Have efforts to address concerns of municipality? If yes, how we neighborhood this MSNJ Ap If no, are therefforts, why so community?		now were efforts and plans put together? Who participated, orhoods selected? Explain how the concerns of the busines NJ Application relate to these efforts. The there any planned efforts to be undertaken in the future? why should the DCA consider designating a Main Street News	nercial distriction and how was communited.	ct within the ere the ty involved in ence of such
S	ECTION (C. HISTORIC ARCHITECTURAL RESOURCES		
1.		Intown a National or State Register Historic District? ase list and identify boundaries on map <u>A1</u> .	yes	_ no
2.		ntown a locally designated historic district? ase list and identify boundaries on map <u>A1</u> .	yes	_ no
3.		f historic structures listed on (or are eligible for) the Nationa ase list name and address of each individual building:	l / State Re	gister?
4.	If yes, who	e municipality a Certified Local Government (CLG)? en was the CLG established? the past, when did it cease? e, please cite an example of how CLG grants have been used:	yes	no
5.		storic sites survey/inventory ever been completed? ase list date of completion, funding sources, and scope of s	yes survey:	_ no

Mι	unicipality:	County:	
6.		ge of the building stock in the pro 1851-1900% 1946-1965%	posed Main Street program area? 1901-1925% 1966-present%
7 .	Describe the general impre	ession derived from the downtowr	n area; characterize its significance.
8.	If yes, please list:	a local Historic Preservation Orga	, <u> </u>
	Organization(s) Name	Size of Membership In	volvement w/ Downtown Projects

SECTION D. FINANCIAL COMMITMENT

Main Street New Jersey, a program of the NJ Department of Community Affairs is <u>not</u> a grant program. Technical assistance in the areas of organization and management, problem solving, long-range planning and economic development will be provided at no charge to communities in the introductory and organizational phases of the program. Designated Main Street New Jersey communities also receive design services, small business assistance, and other advanced training services free of charge.

The communities assume ongoing programmatic expenses. As a Main Street New Jersey community, towns make a long-range commitment to establishing and funding a downtown management organization with a paid, professional, full-time executive director. Establishing and finalizing a budget, and discussing local fund-raising options and strategies will be part of the organizational phase of the program training. Attach, labeled as **D1**, a proposed four-year budget for your local Main Street organization. (The proposed budget format is enclosed.)

Please understand that for this program to be successful, it requires at least a four-year commitment to sustaining an organization and conducting a local campaign to fund the program as a public-private partnership.

Municipality:	County	:
iviai noipanty	Ounty	•

SECTION E. POTENTIAL

- **1.** Prioritize your community's five (5) major assets, including special characteristics.
- **2.** Summarize the three (3) most important civic improvements recently completed in your community. How were they financed?
- **3.** Summarize the three (3) most important civic improvements planned for your community. How will they be financed?
- **4.** What current specific concerns within the proposed Main Street program area is the top priority of your community leadership?
- 5. What local public investments have been made to date to date? Please explain.
- **6.** What is the current allocation in the Municipal Capital Budget and Capital Improvement programs for improvements in the proposed Main Street district?
- **7.** Why does your community need a Main Street program? Please attach additional sheets, if necessary. Does your downtown have a long-range plan or is the downtown a focus of an overall community economic development plan?

yes _____ no ____

If yes, please attach a copy, labeled as **E7**. If you do have a plan in place, how would you rate its effectiveness in terms of ongoing downtown development?

Municipality:	County:

- **8.** As <u>E8</u> attach a statement outlining what downtown leaders hope to accomplish if your community is designated a Main Street New Jersey community.
- **9.** Summarize the current development and economic trends in your community. How are these developments impacting on the proposed Main Street district?
- **10.** What is the general public attitude in your community toward the downtown? (Use survey results, town meeting results, or focus group results, if available.) Explain how improving the downtown is important to local leadership and residents.
- 11. List any recent or planned private investment in the downtown, including how it is financed.
- **12.** What previous efforts have been made to attract or retain business in the proposed Main Street district?
- **14.** Has there ever been, or does there currently exist, any organization whose primary responsibility was/is the improvement of downtown? yes _____ no ____ If yes, explain work accomplished and current activities. If this group no longer exists, explain why they discontinued their efforts.
- **15.** Explain the proposed structure of the local Main Street organization (use a flow chart if necessary), including the entity to which the executive director will directly report. What will be the primary responsibility(ies) of individual board members and the board as a whole in running the Main Street program?

Municipality:	County:
	the long-term impact of the Main Street program will be on your
· · · · · · · · · · · · · · · · · · ·	ated public awareness of, and involvement in, the proposed Main Street nods will be used to continue generating this public support of the Main
<i>If yes</i> , attach a curre	or already in place at the time of submitting this application? yesno nt job description and resume as <u>E18</u> . ave a director employed to make application to Main Street New Jersey.)
19. Describe the roles an Street executive direct	d responsibilities of the local Main Street Board prior to hiring a Main stor (if applicable).
20. Describe the roles an hired.	d responsibilities of the local Main Street Board after the director is/was
In this application, wh	h any additional information you wish to relate, not covered elsewhere ich you believe should be considered in the evaluation of this application les trends, new construction downtown, recent private rehabilitation
	APPENDIX
	To make sure all the requested attachments are included with you below which items are being submitted.
A1 map A18 photos A23 promotions A27 previous effort A28 strengths/wea	

Municipality:	County:
	B10a state plan
PERSON TO CONTAC	CT IF THERE ARE QUESTIONS ABOUT THIS APPLICATION:
Name: Position:	
Daytime Phone:	
Fax Phone: E-Mail address:	

TO FACILITATE PLANNING FOR THE EVALUATION AND SELECTION PROCESS, PLEASE SEND ONE COPY OF THE ENCLOSED **INTENT TO FILE LETTER** TO THE MAIN STREET NEW JERSEY OFFICE AS SOON AS POSSIBLE. THIS LETTER IS NOT BINDING. AN E-MAIL COPY OF THE APPLICATION WILL BE SENT TO THE CONTACT PERSON LISTED IN THE APPLICATION.

PLEASE MAIL **SEVEN (7) COMPLETED COPIES** OF THIS APPLICATION, TOGETHER WITH ALL ATTACHMENTS (ONE ORIGINAL, AND SIX (6) PHOTO COPIES (FOR THE (6) COPIES, PHOTO COPIES OF MAP AND PHOTOS ARE ACCEPTABLE) TO:

Main Street New Jersey

Office of Smart Growth
NJ Dept. of Community Affairs
PO Box 204
Trenton, New Jersey 08625-0204

APPLICATION DEADLINE: APPLICATIONS <u>MUST</u> BE RECEIVED VIA HAND DELIVERY OR CERTIFIED POSTMARK AT THE MAIN STREET NEW JERSEY OFFICE ,101 SOUTH BROAD STREET, 7TH FLOOR; TRENTON NJ;

NOTE: PLEASE DO NOT E-MAIL ANY MAIN STREET APPLICATION. **APPLICATIONS SENT ELECTRONICALLY WILL NOT BE ACCEPTED!**

APPLICATIONS WILL BE REVIEWED AND NEWLY DESIGNATED MAIN STREET NEW JERSEY COMMUNITIES ARE SCHEDULED TO BE ANNOUNCED AS THEY ARE APPROVED.

MAIN STREET NEW JERSEY

JEF R. BUEHLER
STATE COORDINATOR
609.633.9769

CAROLINE A. WOODROW
PROGRAM/TRAINING COORDINATOR
609.633.7121

JANIS GINSBURG
FIELD SERVICES COORDINATOR
609.292-6831

QUESTIONS? PLEASE CONTACT MAIN STREET NEW JERSEY AT: MSNJ@dca.state.nj.us